



United Way  
of Southern Nevada



# COMMUNITY NEEDS ASSESSMENT

OCTOBER 2012

APPLIED  
ANALYSIS





# EXECUTIVE SUMMARY



# Community Needs Assessment Overview



**Primary goal:** obtain information from southern Nevadans as to what they believe are the community's biggest challenges.

**Over 800 residents surveyed:**

- 400 representing the general population at large
- 411 percent representing lower-income, higher-service demand households
- Smaller sample of community leaders and stakeholders

# Survey Approach in Summary

- **Conditional Assessment** | How do you feel about the economy generally and the quality of life in southern Nevada?
- **Issue Identification and Prioritization** | What do you believe are the community's biggest challenges? Identify your top three areas of concern.
- **Issue Exploration (Deep Dive)** | For each of your top three areas of concern, please answer additional questions to determine the specific source of that concern (e.g., if K-12 education is an area of concern, the top sources of that concern might include too many students in the classroom or too few programs to prevent dropping out).

# Survey Approach and Parameters

**General Approach:**

Discovery Nevada surveyed 811 southern Nevada residents, asking them to identify three topic areas of most significant concern to them. For each area of concern, additional in-depth questions on the nature of each topic were further identified.

**Survey Population 1  
(General Population):**

Approximately 400 respondents were surveyed via telephone representing the population at-large.

**Survey Population 2  
(At Risk Respondents):**

411 respondents were intercepted at specific community service entities across the valley. Respondents must have been living in a household in which combined income is at or below 30 percent of the median household income, defined as low-income by HUD.

**Survey Population 3  
(Opinion Leaders):**

A smaller sample of elected officials, United Way board members, and other community members involved in developing or deploying policy initiatives were also surveyed.

**Timeframe:**

July - August 2012

**Confidence Interval:**

95 percent

**Margin of Error:**

±5.0 percent

# Community Needs Assessment Summary

**While the issues of top concern differed in ranking between the two populations, there is broad consensus among both survey groups regarding:**

## Employment / Education



## Public Safety & Crime



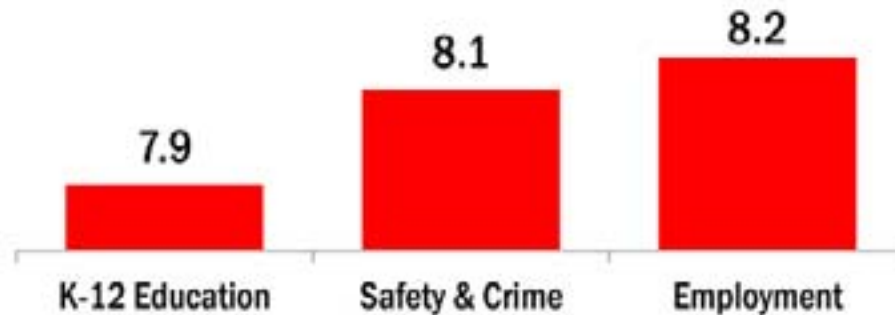
## Healthcare





# Primary Issues of Concern

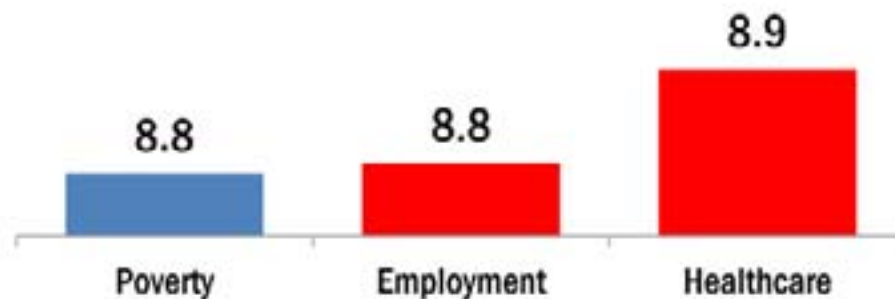
## General Population



### Next Top Five Concerns

Healthcare	7.8
Higher Education	7.7
Support for Disabled	7.4
Poverty	7.3
Housing	7.2

## At-Risk Population



### Next Top Five Concerns

Safety & Crime	8.7
K-12 Education	8.5
Homelessness	8.5
Hunger	8.4
Substance Abuse	8.4



# Primary Issues

1. **Employment / Education**: There are not enough jobs. For those jobs that are available, a significant portion of the population surveyed feels they do not have the right skills to compete for them. For many this is directly correlated to the quality of K-12 education, they were left behind in school; struggling with basic reading and math proficiency.
2. **Public Safety / Crime**: Between 30 to 40 percent of respondents felt that southern Nevada was not a safe place to live. There is increasing concern about general neighborhood safety and increasing levels of child abuse, gang activity, and overall violence.
3. **Healthcare**: Rising costs and limited access; families without health insurance are put at-risk; third tier health care in terms of quality. Even for working families with employer provided health insurance - access, quality and cost are still significant concerns.